IN THE CLAIMS:

1-36 (Cancelled)

37. (New) A method, comprising:

routinely transporting a plurality of standard carriers on a plurality of shipping routes, wherein each standard carrier stores containers and wherein said routinely transporting includes transferring a container from a carrier of the plurality of standard carriers to another carrier of the plurality of standard carriers in response to data stored in a container memory device attached to the container;

receiving a shipment including a plurality of containers for transport from an origination to a destination;

of shipping routes costs less than shipping all of the shipment over a same one of the plurality of shipping routes, placing a portion of the plurality of containers in one of the plurality of standard carriers to be transported on one of the plurality of shipping routes and placing another portion of the plurality of containers in another one of the plurality of standard carriers to be transported on a different one of the plurality of shipping routes;

storing data indicative of the destination in each container memory device attached to one of the plurality of containers.

38. (New) The method of claim 37, wherein said storing comprises storing a unique container identifier, data indicative of the origination, and data indicative of one or more intermediate destinations along the one of the plurality of shipping routes in each

container memory device attached to one of the containers included in the portion of the plurality of containers.

- 39. (New) The method of claim 37, further comprising uploading data stored in one or more container memory devices attached to containers included in one of the plurality of standard carriers to a server via a network.
- 40. (New) The method of claim 37, further comprising periodically sensing a temperature and storing data indicative of the temperature in each container memory device attached to one of the plurality of containers.
- 4r. (New) The method of claim 37, further comprising periodically sensing an environmental condition and storing data indicative of the environmental condition in each container memory device attached to one of the plurality of containers.
- 42. (New) The method of claim 37, further comprising storing data indicative of a respective one of the shipping routes in each carrier memory device attached to one of the plurality of standard carriers.
- 43. (New) The method of claim 37, further comprising storing data indicative of which of the plurality of containers are stored in the one of the plurality of standard carriers in a carrier memory device attached to the one of the plurality of standard carriers.
- 44. (New) The method of claim 43, further comprising updating the data indicative of which of the plurality of containers are stored in the one of the plurality of standard carriers in response to transferring one of the plurality of containers to a different one of the plurality of standard carriers.
- 45. (New) The method of claim 6, further comprising updating data stored in each container memory device attached to one of the portion of the plurality of containers in

and at

response to the one of the plurality of standard carriers being received at a hub along the one of the plurality of shipping routes.